



The

MARKETPLACE

For Recycling Commodities

Kentucky Recycling and Marketing Assistance

November 2011

Promoting Your Recycling Program

"How can we promote our recycling program?" is a question that the Recycling Assistance Section answers on a frequent basis. Some suggestions are as follows:

1. **Advertise in local newspapers**—Place ads in the local newspaper. Make sure the first ad is large enough to catch readers' attentions. The ad should include information such as the addresses of your recycling center/trailers, phone numbers, days/hours of operation, and what recyclables are accepted. Subsequent ads can be smaller but need to contain pertinent information.
2. **Develop relationships with local schools**—Studies have shown that by educating the youth, an instructor indirectly educates the parents since children take what they learn home. For younger students, a presentation, such as a "dumpster dive," that demonstrates what items can and cannot be recycled works to show them the basics of recycling. For older students, a hands-on experience seems to work best, such as a contest to see which classroom can collect the most recyclables. For college students, establishing a recycling organization or club works to educate peers and sponsor events that help promote the green initiative.
3. **Advertise on the radio and TV**—Local radio and television stations may be interested in teaming up with your program to produce and air public service announcements about your facility. Some stations may be interested in doing an on-air interview with you about your recycling program. All stations are interested in selling advertising air time and will help you develop your message.
4. **Speak at local engagements**—Civic organizations look for speakers to participate in their meetings. Use these opportunities to get your recycling information out to the public. Some civic organizations like to champion a cause, so

you may be able to recruit some volunteers for special events at your facility and have others spread your recycling message to the community.

5. **Distribute hand-outs, fact sheets, pamphlets, etc.**—Printed materials are handy to have during special events and recycling center tours to explain how your community recycles and what it recycles.

Recycling Market Prognosis

According to *Resource Recycling*, recycling market players suggest the following trends for December and January:

| | <u>Demand</u> | <u>Price</u> |
|----------|-----------------|--------------|
| Ferrous | Sufficient | Slow rise |
| Aluminum | A bit lower | Slipping |
| Paper | Bales will move | Slight dip |
| Plastic | No problems | Weakening |

Waste Tire Working Group Meets Dec. 5

The next open meeting of the Waste Tire Working Group is scheduled for Dec. 5 from 9:30 am to 12 pm in Frankfort at the 300 Fair Oaks Building in Conference Room 301D. Topics for discussion include changes to the waste tire fact sheets, draft core fee information packet, and review of the waste tire report, including source of data and assumptions. The public is invited to attend.

Creative Recycling Systems

The e-Scrap contract period for January 2009 through October 2011 brought the total pounds collected to 8,604,351 lbs. or 4,302 net tons. Reimbursements climbed to \$279,206.58, with charges of \$91,919.28. The net revenue to generators for the period was \$187,287.30.

Contact Tom Heil at 502-564-6716, ext. 4640 or at Thomas.Heil@ky.gov and click on <http://waste.ky.gov/RLA/recycling/Pages/ElectronicsRecycling.aspx> if you have questions about electronic recycling.

The Kentucky Division of Waste Management does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability or veteran status. The division provides, on request, reasonable accommodations necessary to afford an individual with a disability an equal opportunity to participate in all services.



| COMMODITY | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | Nov-11 | Nov-10 |
|--|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <u>PAPER-\$/TON</u> | Official Board Markets (Chicago area) FOB | | | | | | | |
| - | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | 05-Nov-11 | Nov-10 |
| #2 mixed paper | \$75-80 | \$85-90 | \$90-100 | \$110-120 | \$110-120 | \$100-110 | \$70-75 | \$65-70 |
| #37 sorted office paper (SOP) | \$250-260 | \$250-260 | \$265-275 | \$280-290 | \$260-270 | \$240-250 | \$140-150 | \$200-210 |
| #6 ONP | \$55-60 | \$55-60 | \$55-60 | \$60-65 | \$60-65 | \$60-65 | \$60-65 | \$35-40 |
| #8 ONP | \$135-145 | \$120-130 | \$120-130 | \$120-130 | \$120-130 | \$120-130 | \$90-100 | \$80-85 |
| #40 sorted white ledger (SWL) | \$320-330 | \$330-340 | \$340-350 | \$350-360 | \$330-340 | \$310-320 | \$270-280 | \$320-330 |
| #11 OCC | \$130-140 | \$130-140 | \$145-155 | \$155-165 | \$150-160 | \$140-150 | \$100-110 | \$125-135 |
| <u>PLASTICS-¢/LB.</u> | Market sources serving KY & Waste and Recycling News Commodity Pricing - FOB | | | | | | | |
| - | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | 09-Nov-11 | Nov-10 |
| #1 PET - mixed (clear & green) | \$0.36 | \$0.33 | \$0.29 | \$0.31 | \$0.32 | \$0.33 | \$0.31 | \$0.22 |
| #2 HDPE (natural-milk jugs) | \$0.41 | \$0.40 | \$0.34 | \$0.35 | \$0.36 | \$0.36 | \$0.34 | \$0.27 |
| #2 HDPE (colored-detergent btls.) | \$0.35 | \$0.31 | \$0.21 | \$0.17 | \$0.20 | \$0.23 | \$0.26 | \$0.29 |
| <u>GLASS-\$/TON</u> | Waste and Recycling News Commodity Pricing - Delivered | | | | | | | |
| - | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | 09-Nov-11 | Nov-10 |
| clear (flint) | \$15.00 | \$15.00 | \$15.00 | \$15.00 | \$32.00 | \$34.00 | \$32.00 | \$15.00 |
| brown (amber) | \$8.00 | \$8.00 | \$8.00 | \$8.00 | \$21.00 | \$23.00 | \$22.00 | \$8.00 |
| green | \$4.00 | \$4.00 | \$4.00 | \$4.00 | \$11.00 | \$11.00 | \$11.00 | \$4.00 |
| <u>METALS</u> | Waste and Recycling News Commodity Pricing - Delivered | | | | | | | |
| - | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | 09-Nov-11 | Nov-10 |
| aluminum beverage cans (UBC) cents/lb. | \$1.01 | \$0.98 | \$0.92 | \$0.90 | \$0.91 | \$0.91 | \$0.81 | \$0.81 |
| | Waste and Recycling News Commodity Pricing - Delivered | | | | | | | |
| | May-11 | Jun-11 | Jul-11 | Aug-11 | Sep-11 | Oct-11 | 09-Nov-11 | Nov-10 |
| steel cans \$/TON | \$115-120 | \$115-120 | \$115-120 | \$115-120 | \$115-120 | \$115-120 | \$115-120 | \$121.00 |



Energy and
Environment Cabinet

Kentucky Recycling & Marketing Assistance

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